RJ REYNOLDS
TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR
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(716) 634-4179
FAX (716) 634-3145

JULY, 98

DORAL JACKPOT PROMOTION #801271 (PRODUCT IS 'PRE-SLEEVED)

TO:	RJR ACCOUNT #: #336100	CC:	D. KEENEY
	MR. K. MCLEAR KINNEY DRUGS	CC:	
FAX #:	(315) 287-3179		

PARTNERS PROMOTION REPORTING: DOR_SEPT_JACKPOT (MINIMUM 16 CHARACTERS)

IF YOU REQUIRE TECHNICAL ASSISTANCE RELATIVE TO THE FORMAT REQUIRED USING THESE PROMOTION / BRAND DESCRIPTIONS ON YOUR WEEKLY TAPE / DISC SUBMISSIONS, CONTACT THE PARTNERS HELP DESK @ 1-800-230-9732.

UPC CASE 12300-	CASE SIZE	STATE USE	BRAND STYLE	NUMBER OF CASES	#/CARTONS TO PACK @ DISPLAY	#/SKUs (#545462) DISPLAYS / PREMIUMS
25467	6M		DORAL LT 100	4	1 (ONE CTN)	120
25469	6M		DORAL MEN LT 100	4	1 (ONE CTN)	
25468	6M		DORAL 100	4	1 (ONE CTN)	
25470	6M		DORAL ULT LT 100	4	1 (ONE CTN)	

$120 0106

PRODUCT PO # 250393

DISPLAYS / PREMIUMS PO # 250394

DESCRIPTION	
8/17/98	PRODUCT ARRIVAL DATE
8/31/98	RETAIL DISTRIBUTION DATE (WEEK OF)
$5,405.62	EFT $ AMOUNT
4 CTNS	RETAIL BILLING PER DISPLAY
94	NO. OF DISPLAYS ON CUSTOMER LIST
$224.00	PACKING PAYMENT ($14.00 X 16 (6M) PROMOTED CASES)

DESCRIPTION	
8/17/98	DISPLAYS / PREMIUM ARRIVAL DATE
545462	ITEM NUMBER
1.3500	SKU CUBE
2.2600	SKU WT (W/OUT PRODUCT)
40 OFFERS	NO. RETAIL OFFERS PER DISPLAY
26	NUMBER OF EXTRA DISPLAYS

PROMOTION DESCRIPTION:

SEE ENCLOSED *'WHOLESALER PACKING INSTRUCTIONS'*. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL.
(A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY).
SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER LIST*.
CONSUMER RECEIVES COUPON FOR .40¢ OFF 2-PACKS ON NEXT PURCHASE.

DISPLAY LOAD:

PLACE TEN (10) PRE-SLEEVED PACKS OF SAME BRAND INTO EACH COLUMN.

PARTNERS PROGRAM REQUIREMENTS:

- DISPLAYS MUST BE SHIPPED TO RETAIL THE WEEK OF: 8/31/98.
- PACK / DELIVER EACH PROMOTION TO AT LEAST 90% OF ACCOUNTS ON ATTACHED CUSTOMER LIST WITHIN 3 WEEKS.
- PROMOTION AND BRAND DESCRIPTIONS MUST BE PROPERLY REPORTED ON TAPE/ DISC SUBMISSIONS.
- RETURN THE ATTACHED CUSTOMER LIST WITH ANY RETAIL REFUSALS WITHIN 4 WEEKS AFTER RETAIL DELIVERY DATE.

JACKPOT.DOC

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Source: https://www.industrydocuments.ucsf.edu/docs/gtly0000

SEPTEMBER DORAL JACKPOT PROMOTION #801271

KINNEY DRUGS / CID #1874-00-00: SHIP 2 DISPLAYS TO EACH LOCATION

RETAIL DISTRIBUTION DATE: 8/31/98

# STORES	S/REP	RJR#	ACCOUNT NAME	ADDRESS	CITY	STATE
1	162201	172634	KINNEY DRUG #1	29 E MAIN ST	GOUVERNEUR	NY
2	162201	491363	KINNEY DRUG #10	2 MALBY AVE	MASSENA	NY
3	162201	076170	KINNEY DRUG #12	ROUTE 3 BOX 20	MALONE	NY
4	162201	171448	KINNEY DRUG #13	144 EASTERN BLVD	WATERTOWN	NY
5	162201	177996	KINNEY DRUG #14	150 E MAIN ST	MALONE	NY
6	162201	599669	KINNEY DRUG #16	10 GYPSY LN ROUTE 310	CANTON	NY
7	162201	172608	KINNEY DRUG #17	182 MARKET ST	POTSDAM	NY
8	162301	177810	KINNEY DRUG #19	BIG N PLAZA	PLATTSBURGH	NY
9	162201	555968	KINNEY DRUG #2	188 BROADWAY	SARANAC LAKE	NY
10	162202	171740	KINNEY DRUG #24	7556 JEFFERSON ST	PULASKI	NY
11	162303	619947	KINNEY DRUG #25	3 PARK PL	SAINT JOHNSVILLE	NY
12	162206	961448	KINNEY DRUG #27	50 CENTRAL PLZ	ILION	NY
13	162206	066088	KINNEY DRUG #28	55 N MAIN ST	DOLGEVILLE	NY
14	162202	762316	KINNEY DRUG #3	2 PRESTON HILL ST	CAMDEN	NY
15	162201	727956	KINNEY DRUG #30	905 COFFEEN ST	WATERTOWN	NY
16	162202	325670	KINNEY DRUG #32	5501 BARTEL RD	BREWERTON	NY
17	162201	415326	KINNEY DRUG #34	371 E MAIN ST	GOUVERNEUR	NY
18	162204	171160	KINNEY DRUG #35	269 HARRY L DR	JOHNSON CITY	NY
19	162205	171287	KINNEY DRUG #36	14 CLINTON ST	CORTLAND	NY
20	162202	584029	KINNEY DRUG #37	8001 ROUTE 31	BRIDGEPORT	NY
21	162201	630505	KINNEY DRUG #39	TUPPER LAKE SHOPPING CTR	TUPPER LAKE	NY
22	162202	171538	KINNEY DRUG #4	3258 US ROUTE 11	ADAMS	NY
23	162301	652797	KINNEY DRUG #40	52 BOYNTON AVE	PLATTSBURGH	NY
24	162201	652798	KINNEY DRUG #41	210 N MAIN ST	MASSENA	NY
25	162201	652801	KINNEY DRUG #42	88 W CHURCH ST	ALEXANDRIA BAY	NY
26	162202	666525	KINNEY DRUG #43	80 SMOKEY HOLLOW RD	BALDWINSVILLE	NY
27	162202	831760	KINNEY DRUG #44	239 E MAIN ST	ELBRIDGE	NY

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SEPTEMBER DORAL JACKPOT PROMOTION #801271

KINNEY DRUGS / CID #1874-00-00: SHIP 2 DISPLAYS TO EACH LOCATION

RETAIL DISTRIBUTION DATE: 8/31/98

#/ STORES	S/REP	RJR#	ACCOUNT NAME	ADDRESS	CITY	STATE
28	162206	685421	KINNEY DRUG #45	26 W MAIN ST	RICHFIELD SPRINGS	NY
29	162206	701217	KINNEY DRUG #46	703 E GENESEE ST	CHITTENANGO	NY
30	162202	735149	KINNEY DRUG #47	3318 MAIN STREET	MEXICO	NY
31	162201	773645	KINNEY DRUG #48	822 JAMES ST	CLAYTON	NY
32	162206	780568	KINNEY DRUG #49	530 ALBANY ST	LITTLE FALLS	NY
33	162201	172614	KINNEY DRUG #5	19 MARKET ST	POTSDAM	NY
34	162301	780582	KINNEY DRUG #50	701 ROUTE 3	PLATTSBURGH	NY
35	162202	810712	KINNEY DRUG #51	7608 OSWEGO RD	LIVERPOOL	NY
36	162301	830262	KINNEY DRUG #52	CHAMPLAIN SQ SHOPPING CTR	CHAMPLAIN	NY
37	162201	171518	KINNEY DRUG #6	700 W END AVE	CARTHAGE	NY
38	162205	085216	KINNEY DRUG #7	3660 STATE ROUTE 281	CORTLAND	NY
39	162201	171498	KINNEY DRUG #8	SEAWAY PLAZA	WATERTOWN	NY
40	162201	172591	KINNEY DRUG #9	SEAWAY SHOPPING PLAZA	OGDENSBURG	NY
41	163801	114139	KINNEY DRUG #11	209 BARRE MONTPELIER RD	BARRE	VT
42	162301	113592	KINNEY DRUG #18	US RT 7	ST ALBANS	VT
43	163801	114007	KINNEY DRUG #21	70 PEARL ST	ESSEX JUNCTION	VT
44	163802	760411	KINNEY DRUG #22	RR 2 BOX 2062	VERGENNES	VT
45	163801	760655	KINNEY DRUG #23	MORRISVILLE SHOPPING CTR	MORRISVILLE	VT
46	162301	623924	KINNEY DRUG #26	ROUTES 2A & 7	COLCHESTER	VT
47	163802	599665	KINNEY DRUG #38	VILLAGE COURT PLZ	MIDDLEBURY	VT

47 STORES @ 2 DISPLAYS PER STORE = 94 DISPLAYS

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We're Giving Customers A Million Good Reasons To Stop By Your Store In September.

Doral's Price Check Jackpot!

Doral is introducing the Price Check Jackpot, giving customers a chance to hit the jackpot and win a cool million dollars.

To enter, adult smokers will need to visit your store for entry forms and to check the prices of Doral and GPC or Basic.

In-store, we're providing a unique, impactful display and advertising materials that will draw attention and create a sense of excitement. These materials will be delivered to your store by Sept. 1st. Please price and place immediately upon arrival.

Doral will support this promotion with direct mail advertising.

In September, everyone comes out a winner with Doral's Price Check Jackpot.

Easel Card w/Entry Forms

Wobbler

Counter Display
(40 packs per display)

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Additional Support Pieces:*

Pack Outlet	Cigarette/Tobacco Store Outlet
Small Paster	Large Paster
	Banner
	Standee

*Adhesive numbers and a pricing pen will be included for you to price the materials.

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